

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
**3050 K St NW**  
**Washington, DC 20007**

<u>Contract / Revision</u> 495076 /		<u>Alt Order #</u> 06334623
<u>Product</u> OBAMA SKED A ADD		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 1844
<u>Advertiser</u> Obama For America		<u>Original Date / Revision</u> 09/24/12 / 09/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	09/25/12	10/01/12	Cops/Dog The Bounty Hunter	1-2pm		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$195.00			
N 2	KVVU	09/25/12	10/01/12	The Simpsons	M-F 11:35p-12:05a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				4	\$350.00			
N 3	KVVU	09/25/12	10/01/12	Better	M-F 11a-12p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$195.00			
N 4	KVVU	09/25/12	10/01/12	Friends	M-F 12:05-1:05a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$225.00			
N 5	KVVU	09/25/12	10/01/12	Divorce Court/Divorce Court	M-F 12-1p		:30			NM	2	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$195.00			
N 6	KVVU	09/25/12	10/01/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				3	\$350.00			
N 7	KVVU	09/25/12	10/01/12	Fox 5 News at 5	5-530p		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$550.00			
N 8	KVVU	09/25/12	10/01/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$450.00			
N 9	KVVU	09/25/12	10/01/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$625.00			
N 10	KVVU	09/25/12	10/01/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$725.00			
N 11	KVVU	09/25/12	10/01/12	MORE Access	630-7pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Contract / Revision 495076 /		Alt Order # 06334623
Contract Dates 09/25/12 - 10/01/12	Product OBAMA SKED A ADD	Estimate # 1844
Advertiser Obama For America		Original Date / Revision 09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				1	\$525.00			
N 12	KVVU	09/25/12	10/01/12	Extra	M-F 7-730p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				1	\$625.00			
N 13	KVVU	09/25/12	10/01/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$700.00			
N 14	KVVU	09/25/12	10/01/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$275.00			
N 15	KVVU	10/01/12	10/01/12	Bones	Mon 8p-9p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	1-----				1	\$4,500.00			
N 16	KVVU	09/29/12	09/29/12	Clone Wars	Sa 2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$85.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	Clone Wars	Sa 2-3p	-----Sa--	:30	<del>\$85.00</del>	NM		
See MG 17.2												
N 17	KVVU	09/29/12	09/29/12	The Closer	Sa 3-4p		:30			NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1-				1	\$85.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KVVU	09/24/12-09/30/12	The Closer	Sa 3-4p	-----Sa--	:30	<del>\$85.00</del>	NM		
See MG 17.2												
		2	KVVU	09/30/12-09/30/12	Extra Weekend	Su 6-7p	-----Su	:30	\$170.00	NM		
Ⓜ MG for 16.1,17.1												
N 18	KVVU	09/30/12	09/30/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,250.00			
N 19	KVVU	09/30/12	09/30/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$785.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$785.00			
N 20	KVVU	09/30/12	09/30/12	NFL Early Game	NFL Early Game		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$7,500.00			
N 21	KVVU	09/30/12	09/30/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----1				1	\$1,925.00			
N 22	KVVU	09/27/12	09/27/12	The X Factor	The X Factor		:30			NM	1	\$5,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$5,150.00			
N 23	KVVU	09/27/12	09/27/12	Glee	Thu 9p-10p		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$6,500.00			
N 24	KVVU	09/25/12	09/25/12	Tue 8-10p	Tu 8-10p		:30			NM	1	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$3,550.00			
Totals											38	\$43,200.00

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**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>
495076 /	06334623

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	OBAMA SKED A ADD	1844

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama For America	09/24/12 / 09/24/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	29	\$35,460.00	\$30,141.00
10/01/12 - 10/01/12	9	\$7,740.00	\$6,579.00
<b>Totals</b>	<b>38</b>	<b>\$43,200.00</b>	<b>\$36,720.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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FAX# 610-225-1191  
HARRIS REPORT FROM REP SEP24/12 14.33  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	MAURA GILROY	
SALES PRSN	PH- TERESA DIFURIA	

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
1	1	1	1
2	1	1	1
3	1	1	1
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100	1	1	1

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[illegible]

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP24/12	14.33
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STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

OBAMA FOR AMERICA SKED A ADD

:LINE#:	REP	:	CD :	TIME PERIOD :	LGTH :	SEC :	RATE :	START DATE :	END DATE :	SPTS /WK :	WEEK INVT :	DAYS :	TOTL SPTS:
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AGENCY ADVERTISER CODE = 95	AGENCY EST# = 1844
AGENCY PRODUCT CODE = 101	

1	ES 100P-200P	30	\$195.00	9/25	10/1	0	TU-F,M	0
PROGRAM : COLD CASE								
CON COM1: COLD CASE								

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	/WK	:	:	: SPTS

25	A		100P-200P	30		\$195.00	9/25	10/1	2		TU-F,M	2
PROGRAM : COPS/DOG THE BOUNTY HUNTER ORD COM1 : PRG CHG. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR SEP25 ON LINE-1 FOR 2 SPOTS/WK												

16	S		200P-300P	30		\$85.00	9/29	9/29	0		SAT	0
PROGRAM : THE CLOSER CON COM1 : THE CLOSER												

26	A		600P-700P	30		\$170.00	9/30	9/30	1		SUN	1
PROGRAM : EXTRA WEEKEND ORD COM1 : SPOTS N/A DUE TO SPORTS. MG 'EXTRA WEEKEND'. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR SEP29 ON LINE-17 FOR 1 SPOT/WK												

17	S		300P-400P	30		\$85.00	9/29	9/29	0		SAT	0
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PROGRAM : WITHOUT A TRACE  
 CON COM1 : WITHOUT A TRACE  
 STATION MAKEGOOD OFFERS:  
 M1 OK'D BUY#1 MISSED: TU-F,M/100P-200P SEP25 (2/WK) 30S \$195.00 (SEP24/12)  
 OFFER: TU-F,M/100P-200P SEP25 (2/WK) 30S \$195.00 PLS ADVISE.  
 CMT: PRG CHG. PRE-BOOKED PLS APPROVE.

M2 OK'D BUY#16 MISSED: SAT/200P-300P SEP29 30S \$85.00 (SEP24/12)  
 BUY#17 SAT/300P-400P SEP29 30S \$85.00  
 OFFER: SUN/600P-700P SEP30 30S \$170.00 PLS ADVISE.  
 CMT: SPOTS N/A DUE TO SPORTS. MG 'EXTRA WEEKEND'. PRE-BOOKED PLS APPROVE.

SEP/12 38700.00 OCT/12 \$4,500.00 CONTRACT TOTAL 43200.00  
 TOTAL SPOTS 38

MARKET TOTALS \$196,363 KVVU 22% KSNV 23% KLAS 22% KTNV 28% KVMY 3% KVCW 1% CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/D/PRE/US  
 AGY # 1051 AGY. NAME GREER, MARGOLIS, MITCHELL  
 3050 K ST NW,  
 WASHINGTON, DC 20007  
 ORDER # 495076 CONTRACT # 6334623  
 CLASS: NATL. LOCAL REGIONAL  
 PRDCT OBAMA SKED A ADD EST#1844 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES SEP25/12 OCT1/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP24/12 12.38

REP: TO ROSE  
 FR NIKKI  
 NEW OBAMA SKED A ADD  
 TOTAL \$43200  
 PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 ACCOUNTING  
 1010 WISCONSIN AVENUE NW  
 SUITE 800  
 WASHINGTON, DC 20007  
 OBAMA FOR AMERICA SKED A ADD

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$195.00	9/25	10/1	2		TU-F,M	2
AGENCY ADVERTISER CODE = 95 AGENCY PRODUCT CODE = 101 AGENCY EST# = 1844												
PROGRAM : COLD CASE CON COM1 : COLD CASE												

*Cut / Doc*

REP HEADLINE# 6334623  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
ORDER WORKSHEET

FAX# 610-225-1191  
HARRIS REPORT FROM REP

SEP24/12 12.38  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1205A PROGRAM : THE SIMPSONS CON COM1: THE SIMPSONS	30		\$350.00	9/25	10/1	4		TU-F,M	4
3			1100A-1200N PROGRAM : BETTER LAS VEGAS CON COM1: BETTER LAS VEGAS	30		\$195.00	9/25	10/1	2		TU-F,M	2
4			1205A-105A PROGRAM : FRIENDS CON COM1: FRIENDS	30		\$225.00	9/25	10/1	2		TU-F,M	2
5			1200N-100P PROGRAM : DIVORCE COURT CON COM1: DIVORCE COURT	30		\$195.00	9/25	10/1	2		TU-F,M	2
6			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$350.00	9/25	10/1	3		TU-F,M	3
7			500P-530P PROGRAM : FOX 5 NEWS AT 5PM CON COM1: FOX 5 NEWS AT 5PM	30		\$550.00	9/25	10/1	2		TU-F,M	2
8			500A-600A PROGRAM : FOX5 NEWS 5A CON COM1: FOX5 NEWS 5A	30		\$450.00	9/25	10/1	2		TU-F,M	2
9			530P-600P PROGRAM : FOX 5 NEWS AT 530PM CON COM1: FOX 5 NEWS AT 530PM	30		\$625.00	9/25	10/1	2		TU-F,M	2
10			600A-700A PROGRAM : FOX5 NEWS 6A CON COM1: FOX5 NEWS 6A	30		\$725.00	9/25	10/1	2		TU-F,M	2

REP HEADLINE# 6334623  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
 ORDER WORKSHEET

FAX# 610-225-1191  
 HARRIS REPORT FROM REP

SEP24/12 12.38  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-700P PROGRAM : MORE ACCESS CON COM1: MORE ACCESS	30		\$525.00	9/25	10/1	1		TU-F,M	1
12			700P-730P PROGRAM : EXTRA CON COM1: EXTRA	30		\$625.00	9/25	10/1	1		TU-F,M	1
13			700A-900A PROGRAM : FOX5 MORNING NEWS CON COM1: FOX5 MORNING NEWS	30		\$700.00	9/25	10/1	2		TU-F,M	2
14			900A-1000A PROGRAM : MORE LAS VEGAS CON COM1: MORE LAS VEGAS	30		\$275.00	9/25	10/1	2		TU-F,M	2
15			800P-900P PROGRAM : BONES CON COM1: BONES	30		\$4,500.00	10/1	10/1	1		MON	1
16			200P-300P PROGRAM : THE CLOSER CON COM1: THE CLOSER	30		\$85.00	9/29	9/29	1		SAT	1
17			300P-400P PROGRAM : WITHOUT A TRACE CON COM1: WITHOUT A TRACE	30		\$85.00	9/29	9/29	1		SAT	1
18			1000P-1045P PROGRAM : FOX 5 NEWS AT 10PM SUN CON COM1: FOX 5 NEWS AT 10PM SUN	30		\$1,250.00	9/30	9/30	1		SUN	1
19			1045P-1100P PROGRAM : FOX 5 SPORTS EXTRA CON COM1: FOX 5 SPORTS EXTRA	30		\$785.00	9/30	9/30	1		SUN	1



REP HEADLINE# 6334623  
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REP: TEL# 610-293-4100 FAX# 610-225-1191  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
20			1000A-100P	30		\$7,500.00	9/30	9/30	1		SUN	1
PROGRAM : FOX NFL (GAME 1)												
CON COM1: FOX NFL (GAME 1)												
21			900A-1000A	30		\$1,925.00	9/30	9/30	1		SUN	1
PROGRAM : FOX NFL SUNDAY												
CON COM1: FOX NFL SUNDAY												
22			800P-900P	30		\$5,150.00	9/27	9/27	1		THU	1
PROGRAM : THE X-FACTOR												
CON COM1: THE X-FACTOR												
23			900P-1000P	30		\$6,500.00	9/27	9/27	1		THU	1
PROGRAM : GLEE												
CON COM1: GLEE												
24			800P-900P	30		\$3,550.00	9/25	9/25	1		TUE	1
PROGRAM : RAISING HOPE/BEN & KATE												
CON COM1: RAISING HOPE/BEN & KATE												
SEP/12			38700.00	OCT/12		\$4,500.00						
CONTRACT TOTAL												43200.00
TOTAL SPOTS												39

MARKET TOTALS \$196,363 KVVU 22% KSNV 23% KLAS 22% KTNV 28% KVMY 3% KVCW 1% CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*